

VISITOR CHARACTERISTICS BY FIRST-TIME/REPEAT STATUS

FIRST-TIME VISITOR

REPEAT VISITOR



VISITOR CHARACTERISTICS BY FIRST-TIME/REPEAT STATUS

FIRST-TIME VISITORS: In 2000, the number of first-time visitors rose 2.9 percent to comprise 41.0 percent of total arrivals (TABLE 2) to the State. There were more first-time visitors in the international market (51.3%) than there were repeat visitors. First-time visitors accounted for 72.1 percent of the Other Asian market, 64.5 percent of the Latin American market, 58.2 percent of the European market, 52.4 percent of the Japanese market, 52.1 percent of the Oceania market and 42.6 percent of the Canadian market (TABLES 20-24).

A small number were independent travelers while most purchased either group or package tour accommodations. Close to 79 percent stayed in hotels. Oahu was the most popular destination among new visitors to the islands, with arrivals increasing 2.8 percent to nearly 77 percent of the total first-time visitors. This group of visitors stayed the longest on Oahu (5.9 days), followed by Maui (5.51 days) and the Big Island (4.89 days). First-time MCI travelers surged 21.4 percent over the previous year.

REPEAT VISITORS: The number of repeat visitors grew 3.2 percent in 2000 elevating the share of this group to 58.9 percent of total arrivals (TABLE 2). Repeat visitors accounted for a higher percentage in the domestic market (64.8%) than first-timers. The majority were from the U.S West in which nearly 76 percent reported that they have previously visited the islands (TABLE 11). Repeat visitors comprised 52.8 percent of arrivals from the U.S East market (TABLE 13).

Close to 60 percent were independent travelers. Repeat visitors to Oahu increased 4.1 percent to comprised 61.7 percent of the total for this group. 32.2 percent visited Maui, 19.1 percent came to the Big Island and 15.7 percent went to Kauai. The length of stay for repeat visitors increased for all islands during the year. This group of travelers stayed the longest on Maui (7.68 days), followed by Oahu (7.29 days) and the Big Island (7.24 days).

About 63 percent of repeat visitors stayed in hotels, 20.8 percent stayed in condominiums, 10.2 percent stayed with friends and relatives and nearly 5 percent stayed in timeshare properties. 77.2 percent came back to Hawaii for vacation and pleasure. Finally, visitors who returned for MCI travel jumped 16.8 percent compared to 1999.

TABLE 33: First-Time Visitor Characteristics: 2000 vs. 1999

First-Time	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	22,461,259	22,491,225	-0.1%	14,805,667	14,330,329	3.3%	7,655,592	8,160,896	-6.2%
Total Visitors	2,850,357	2,769,507	2.9%	1,565,974	1,522,276	2.9%	1,284,383	1,247,231	3.0%
PARTY SIZE									
One	502,946	497,953	1.0%	344,546	329,957	4.4%	158,400	167,996	-5.7%
Two	1,251,660	1,268,241	-1.3%	783,832	781,399	0.3%	467,828	486,843	-3.9%
Three or more	1,095,750	1,003,314	9.2%	437,595	410,921	6.5%	658,155	592,392	11.1%
Avg Party Size	2.12	2.07	2.4%	1.85	1.85	0.2%	2.46	2.35	4.4%
VISIT STATUS									
First-Time	2,850,357	2,769,507	2.9%	1,565,974	1,522,276	2.9%	1,284,383	1,247,231	3.0%
Repeat	0	0	NA	0	0	NA	0	0	NA
Average # Trips	1.00	1.00	0.0%	1.00	1.00	0.0%	1.00	1.00	0.0%
TRAVEL METHOD									
Group Tour	1,010,728	879,189	15.0%	219,005	210,820	3.9%	791,723	668,368	18.5%
Package	1,817,232	1,697,654	7.0%	744,899	742,521	0.3%	1,072,333	955,133	12.3%
Group Tour & Pkg	944,777	766,433	23.3%	179,090	173,529	3.2%	765,688	592,904	29.1%
True Independent	967,175	958,385	0.9%	781,160	742,464	5.2%	186,015	215,920	-13.9%
ISLANDS VISITED									
Oahu	2,191,624	2,132,105	2.8%	1,007,622	971,254	3.7%	1,184,002	1,160,850	2.0%
Maui County	942,282	941,997	0.0%	702,824	730,455	-3.8%	239,458	211,542	13.2%
...Maui	926,734	923,111	0.4%	690,494	717,477	-3.8%	236,241	205,635	14.9%
...Molokai	25,465	28,324	-10.1%	21,485	23,224	-7.5%	3,980	5,100	-22.0%
...Lanai	33,549	35,190	-4.7%	29,002	30,727	-5.6%	4,546	4,462	1.9%
Kauai	429,787	432,495	-0.6%	328,563	357,467	-8.1%	101,224	75,028	34.9%
Big Island	484,823	494,634	-2.0%	313,257	333,138	-6.0%	171,566	161,496	6.2%
...Hilo	171,802	187,520	-8.4%	117,587	132,099	-11.0%	54,215	55,421	-2.2%
...Kona	412,508	406,306	1.5%	269,228	282,642	-4.7%	143,280	123,664	15.9%
LENGTH OF STAY									
Oahu (days)	5.90	5.90	0.0%	6.73	6.26	7.5%	5.19	5.59	-7.2%
Maui (days)	5.51	5.49	0.4%	6.12	5.94	3.0%	3.74	3.92	-4.5%
Molokai (days)	3.66	3.40	7.6%	3.92	3.52	11.3%	2.26	2.85	-20.9%
Lanai (days)	3.93	3.66	7.4%	4.10	3.22	27.2%	2.87	6.69	-57.1%
Kauai (days)	4.73	4.77	-0.8%	5.39	5.18	3.9%	2.61	2.82	-7.4%
Big Island (days)	4.89	5.09	-3.8%	5.72	5.65	1.3%	3.37	3.93	-14.2%
...Hilo (days)	3.06	3.34	-8.2%	3.48	3.55	-2.1%	2.17	2.83	-23.3%
...Kona (days)	4.46	4.63	-3.6%	5.14	5.00	2.9%	3.18	3.78	-15.8%
Statewide (days)	7.88	8.12	-3.0%	9.45	9.41	0.4%	5.96	6.54	-8.9%
ACCOMMODATIONS									
Hotel	2,246,583	2,133,438	5.3%	1,092,397	1,056,994	3.3%	1,154,185	1,076,444	7.2%
...Hotel Only	2,120,362	2,006,196	5.7%	993,804	960,890	3.4%	1,126,558	1,045,307	7.8%
Condo	315,616	365,322	-13.6%	239,903	279,374	-14.1%	75,713	85,948	-11.9%
...Condo Only	254,259	293,381	-13.3%	192,453	226,513	-15.0%	61,805	66,868	-7.6%
Timeshare	89,655	NA	NA	72,261	NA	NA	17,394	NA	NA
...Timeshare Only	71,007	NA	NA	55,995	NA	NA	15,012	NA	NA
Apartment	28,680	29,502	-2.8%	21,332	22,384	-4.7%	7,347	7,118	3.2%
Bed & Breakfast	34,849	42,677	-18.3%	26,838	26,212	2.4%	8,010	16,465	-51.3%
Cruise Ship	50,371	46,641	8.0%	43,936	45,762	-4.0%	6,435	879	631.9%
Friends or Relatives	133,861	142,281	-5.9%	116,095	118,992	-2.4%	17,766	23,289	-23.7%
PURPOSE OF TRIP									
Pleasure (Net)	2,391,964	2,340,045	2.2%	1,243,373	1,231,366	1.0%	1,148,591	1,108,678	3.6%
...Honeymoon	440,405	450,901	-2.3%	175,991	169,818	3.6%	264,413	281,083	-5.9%
MC&I (Net)	230,825	190,088	21.4%	167,771	138,275	21.3%	63,054	51,813	21.7%
...Convention/Conf.	141,023	112,393	25.5%	111,163	90,749	22.5%	29,860	21,644	38.0%
...Corp. Meetings	42,931	35,218	21.9%	31,708	23,844	33.0%	11,223	11,374	-1.3%
...Incentive	49,744	44,259	12.4%	26,725	25,219	6.0%	23,020	19,040	20.9%
Other Business	54,226	57,705	-6.0%	41,375	42,576	-2.8%	12,851	15,129	-15.1%
Visit Friends/Relatives	105,372	103,335	2.0%	82,853	80,711	2.7%	22,520	22,624	-0.5%
Government/Military	22,819	25,506	-10.5%	17,807	17,149	3.8%	5,012	8,357	-40.0%
Attend School	7,860	11,525	-31.8%	5,168	4,982	3.7%	2,692	6,543	-58.9%

NA: Not available

Source: DBEDT

TABLE 34: Repeat Visitor Characteristics: 2000 vs. 1999

Repeat	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	39,259,891	37,529,023	4.6%	30,373,920	28,738,858	5.7%	8,885,971	8,790,164	1.1%
Total Visitors	4,098,238	3,971,530	3.2%	2,880,962	2,733,345	5.4%	1,217,276	1,238,185	-1.7%
PARTY SIZE									
One	765,272	739,695	3.5%	603,734	570,392	5.8%	161,539	169,302	-4.6%
Two	1,686,324	1,683,190	0.2%	1,273,682	1,250,875	1.8%	412,642	432,316	-4.6%
Three or more	1,646,642	1,548,645	6.3%	1,003,547	912,078	10.0%	643,095	636,567	1.0%
Avg Party Size	2.07	2.08	-0.6%	1.93	1.92	0.7%	2.41	2.46	-2.0%
VISIT STATUS									
First-Time	0	0	NA	0	0	NA	0	0	NA
Repeat	4,098,238	3,971,530	3.2%	2,880,962	2,733,345	5.4%	1,217,276	1,238,185	-1.7%
Average # Trips	6.28	6.24	0.6%	6.81	6.76	0.8%	5.01	5.10	-1.8%
TRAVEL METHOD									
Group Tour	772,052	642,501	20.2%	175,515	176,505	-0.6%	596,537	465,997	28.0%
Package	1,591,664	1,512,092	5.3%	790,425	777,887	1.6%	801,239	734,206	9.1%
Group Tour & Pkg	708,404	552,074	28.3%	133,435	136,387	-2.2%	574,969	415,686	38.3%
True Independent	2,442,937	2,369,357	3.1%	2,048,459	1,915,324	7.0%	394,479	454,033	-13.1%
ISLANDS VISITED									
Oahu	2,527,620	2,428,037	4.1%	1,477,436	1,375,786	7.4%	1,050,184	1,052,251	-0.2%
Maui County	1,362,384	1,404,988	-3.0%	1,131,807	1,136,059	-0.4%	230,577	268,929	-14.3%
...Maui	1,319,519	1,355,806	-2.7%	1,093,326	1,095,994	-0.2%	226,192	259,811	-12.9%
...Molokai	39,094	41,333	-5.4%	34,087	36,461	-6.5%	5,007	4,872	2.8%
...Lanai	54,113	59,356	-8.8%	47,389	49,707	-4.7%	6,725	9,649	-30.3%
Kauai	645,034	656,794	-1.8%	555,844	572,190	-2.9%	89,190	84,604	5.4%
Big Island	783,142	813,086	-3.7%	612,099	609,221	0.5%	171,042	203,865	-16.1%
...Hilo	198,392	242,260	-18.1%	155,377	165,995	-6.4%	43,014	76,265	-43.6%
...Kona	688,893	687,219	0.2%	540,635	533,239	1.4%	148,257	153,979	-3.7%
LENGTH OF STAY									
Oahu (days)	7.29	6.75	7.9%	8.06	7.66	5.2%	6.20	5.57	11.4%
Maui (days)	7.68	7.37	4.3%	8.10	7.96	1.7%	5.66	4.84	17.1%
Molokai (days)	6.06	5.83	3.8%	6.50	6.02	7.9%	3.05	4.42	-31.1%
Lanai (days)	5.19	4.80	8.1%	5.36	4.65	15.3%	3.96	5.56	-28.8%
Kauai (days)	7.07	6.83	3.5%	7.49	7.29	2.8%	4.44	3.74	18.8%
Big Island (days)	7.24	6.95	4.2%	8.00	7.75	3.2%	4.51	4.56	-0.9%
...Hilo (days)	4.91	4.71	4.4%	5.46	5.14	6.2%	2.93	3.76	-21.9%
...Kona (days)	6.76	6.57	2.8%	7.49	7.26	3.2%	4.10	4.22	-2.8%
Statewide (days)	9.58	9.45	1.4%	10.54	10.51	0.3%	7.30	7.10	2.8%
ACCOMMODATIONS									
Hotel	2,584,457	2,479,264	4.2%	1,606,953	1,524,585	5.4%	977,504	954,679	2.4%
...Hotel Only	2,356,505	2,280,082	3.4%	1,429,868	1,360,825	5.1%	926,637	919,258	0.8%
Condo	854,081	961,396	-11.2%	689,138	766,969	-10.1%	164,944	194,427	-15.2%
...Condo Only	714,776	821,865	-13.0%	584,523	657,938	-11.2%	130,253	163,928	-20.5%
Timeshare	203,661	NA	NA	188,504	NA	NA	15,157	NA	NA
...Timeshare Only	156,754	NA	NA	147,325	NA	NA	9,429	NA	NA
Apartment	54,981	51,152	7.5%	40,310	42,266	-4.6%	14,671	8,886	65.1%
Bed & Breakfast	44,912	53,711	-16.4%	38,744	35,498	9.1%	6,168	18,213	-66.1%
Cruise Ship	40,632	43,330	-6.2%	32,716	36,813	-11.1%	7,915	6,517	21.5%
Friends or Relatives	418,136	409,290	2.2%	370,016	357,364	3.5%	48,120	51,926	-7.3%
PURPOSE OF TRIP									
Pleasure (Net)	3,162,456	3,124,498	1.2%	2,130,935	2,043,853	4.3%	1,031,520	1,080,646	-4.5%
...Honeymoon	207,687	210,867	-1.5%	103,852	96,487	7.6%	103,835	114,380	-9.2%
MC&I (Net)	344,091	294,663	16.8%	286,292	245,896	16.4%	57,799	48,767	18.5%
...Convention/Conf.	221,738	187,847	18.0%	187,272	156,806	19.4%	34,465	31,041	11.0%
...Corp. Meetings	73,142	63,435	15.3%	64,085	55,948	14.5%	9,058	7,487	21.0%
...Incentive	53,209	47,252	12.6%	38,151	36,193	5.4%	15,058	11,059	36.2%
Other Business	171,989	157,929	8.9%	147,818	140,970	4.9%	24,171	16,959	42.5%
Visit Friends/Relatives	340,992	303,133	12.5%	286,016	270,163	5.9%	54,976	32,970	66.7%
Government/Military	60,946	68,632	-11.2%	43,524	45,362	-4.1%	17,422	23,269	-25.1%
Attend School	10,849	9,573	13.3%	7,634	7,085	7.8%	3,214	2,488	29.2%

NA: Not available

Source: DBEDT